IN THE CLAIMS

Claims 1-46 (Canceled).

47 (Currently Amended).   A system comprising:

a receiver to receive broadcast content, ~~an advertisement and update instructions for said advertisement~~ and an advertisement;

a cache, coupled to said receiver, to store said broadcast content and said advertisement; ~~and~~

an interface in said receiver coupled to said cache to receive an updated advertisement and updating instructions, wherein said updating instructions enable the receiver to replace the previously stored advertisement with the updated advertisement; and

said interface to find a place to insert the advertisement in said broadcast content while said broadcast content is still stored in said cache, retrieve said updated advertisement from said cache, insert said advertisement in said place and output the broadcast content with the inserted advertisement for display.

~~a shell, in said receiver, to find a place to insert the advertisement in the cached content before the cached content continues to be output for display, said receiver to receive an update for said advertisement and to automatically replace said advertisement with said update using said instructions.~~

48 (Currently Amended).   The system of claim 47 wherein said receiver ~~to receive said update with a pointer, said receiver to use said pointer to store said update at a location~~ is adapted to store the updated advertisement in a separate location, and to create and store a pointer to said location.

49 (Currently Amended).   The system of claim 47 ~~48~~ wherein said receiver ~~to receive content interrupted by said advertisement, said receiver to provide~~ is adapted to create a marker and a pointer, wherein said marker indicates ~~in said content to indicate~~ where said advertisement should be inserted in said content, and said pointer points to the advertisement to be used in association ~~said pointer provided~~ with said marker.

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50 (Currently Amended).   The system of claim 49 wherein said receiver to identify said marker in said cached broadcast content and use said pointer to locate an advertisement stored in the location indicated by said pointer.

51 (Currently Amended).   The system of claim 47 wherein said receiver to receive broadcast content interrupted with said advertisement, said receiver to determine whether said advertisement was previously stored.

52 (Previously Presented).   The system of claim 51 wherein said receiver to maintain a list of stored advertisements and to compare information about a particular advertisement to information on said list of stored advertisements to determine whether said particular advertisement was previously stored.

53 (Previously Presented).   The system of claim 52 wherein said receiver to store said advertisement only if the advertisement was not previously stored.

54 (Previously Presented).   The system of claim 52 wherein said receiver to upload said list of stored advertisements along with said pointers to a remote server.

55 (Previously Presented).   The system of claim 47 wherein said receiver to receive information about when to update said advertisement and automatically update said advertisement in accordance with said information.

56 (Previously Presented).   The system of claim 55 wherein said receiver periodically, automatically update advertisements.

57 (Previously Presented).   The system of claim 47 wherein said system is a set-top box.